



CRAFT

EA Fruits Farm & Company Ltd (EAFFC): Making farmers trust in abundance amidst harsh weather conditions

[Using effective Climate-Smart Practices and Technologies to improve potato Yield and Quality]



Round Potato in Tanzania

Low production and productivity in Round Potato (*Solanum tuberosum*) is often associated with insufficiencies in farmers' capacities. Rarely is extreme climate seen as a serious threat that requires addressing with urgency. As a result, issues on climate are not given the seriousness they deserve; yet the shifts in weather across Tanzania, have shown to compromise the yield of not only potatoes but other commercial and food crops. With an appropriate focus on climate, the associated challenges can be fixed, and farmers can improve yield and earn higher incomes.

Assisting farmers to realize production abundance is EA Fruits Farm a CRAFT Business Champion. The company is using climate-smart practices and technologies to improve potato yields and provide a market for farmers.

CRAFT, also Climate Resilient Agribusiness for Tomorrow, is a project committed to capacitating Agro-based Small and Medium Scale Enterprises (SMEs) to ably support smallholder farmers develop key crop value chains that can survive the impact of extreme climate now and in the future.

About EA Fruits Farm & Company Ltd (EAFFC)

EA Fruits Farm & Company Ltd (EAFFC) is an agribusiness company specialized in packaging and marketing fresh fruits, vegetables, and grains within

Tanzanian and international markets. Located in the outskirts of Dar es Salaam, the company enjoys steady organic growth based on quality and customer satisfaction. At its present level, EAFFC can ensure that all the benefits associated with its growth are available while remaining at a size that ensures customers receive high-quality food products at an affordable price.

With a highly experienced, passionate, and entrepreneurial team, EAFFC has a vision of eliminating food waste in East Africa and improving market access for farmers. To achieve this, the company uses efficient food distribution systems; while ensuring that smallholder farmers have a stable and growing source of income.

Climate Smartness

For climate smartness EAFFC's approach involves:

- Distributing improve seeds with high yields
- Training farmers on seed selection
- Training farmers on climate-smart agriculture and postharvest handling
- Distributing sprinkles and drip irrigation pipes
- Disseminating weather information
- Providing agricultural insurance
- Utilizing cold room facilities to transport and store potatoes to reduce postharvest losses.

Targets

Smallholder Farmers	Producer groups	Value-chain Actors	Yield
3,500 	27 	7; Aggregators, Extension providers, Input suppliers, Financial service providers 	9,720 MT (Metric tons per year) 

Target market segments and consumers

Currently, EAFFC's customers are informal vendors, hotels, and restaurants. The vendors are usually chips makers and groceries (magenge) that purchase 500kg – 700kg of ware potato per day on average. This amounts to 67% of EAFFC's potatoes supply. Hotels and restaurants usually procure about 100 – 200kg and

25-50kg per day, which is about 12% and 21% of the company's potatoes. With the rapid growth in the chips market, chances are the company's informal market can grow to access 80% of its potatoes.

Partners

EAFFC's partners under CRAFT include: FINCA Microfinance Bank/TADB, Stawisha Ltd, Phema Agri, Beula Seed Company and TARI-Uyole

Key Objectives and Outcomes

Enhance the capacity of 3,500 smallholder farmers to improve potato output by 15% through climate-smart agronomy, linkages to input suppliers, and mechanized farming by 2022.	3,500 SHF contracted and capacity build to adopt CSA practices.	
	<ol style="list-style-type: none"> 1) Mobilize and engage farmers on scheduled contract farming agreements. 2) Facilitate and mentor leadership, business management skills, marketing, and financial inclusion. 3) Facilitate and Link farmers to Input and mechanization service providers. 4) Recruitment and train 40 TOTs on CSA ultimate to train the SHFs and follow up on the adoption of CSA. 	
Improve resilience to climate Change amongst targeted farmers through the promotion of appropriate climate-smart agricultural practices.	Adoption of CSA practices for increased productivity	
	<ol style="list-style-type: none"> 1) Facilitate and Set up 36 demo farms to showcase CSA practices and technologies. 2) Profile and link TOT service providers and SHFs to extension and business developments services. 	
Improve efficiency in potato inputs delivery, agronomy, and markets access	Facilitating inputs, production, financial, and marketing services	
	<ol style="list-style-type: none"> 1) Mapping strategic and establishing inputs delivery channels 2) Organized inputs sourcing, accredited suppliers and link with financial service providers. 3) Conduct farmers deal-making business workshops for VC actors interaction and farmers exposure 	
Improve business turnover by at least 10% through developing new market channels and increasing volumes of potato marketed.	Increased supply of volume and sales of Potato	
	<ol style="list-style-type: none"> 1) Increase working capital to increase the volume of procured potato. 	
Business case budget	Total : € 400447.96	Own funds; 55%